

## EDWARD OTTO ZIELKE

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### SUMMARY

Marketing and brand strategy executive with 20+ years of experience driving audience growth, revenue growth, and organizational visibility across the arts, hospitality, and financial services sectors. Proven record of building and managing multi-channel campaigns, corporate partnerships, and sponsorship programs that align brand identity with measurable business outcomes—skilled collaborator and communicator who translates organizational vision into compelling stories that drive action.

### EXPERIENCE

**Gay Men's Chorus of South Florida, Director of Marketing and Sponsorship** | October 2021 – Present

Serve as the senior marketing and revenue development leader for a \$1.5M performing arts organization, overseeing brand strategy, audience development, sponsorship, and external communications.

- Designed and executed integrated marketing campaigns that contributed to sold-out performances and expanded regional audience reach across South Florida.
- Built and managed a corporate sponsorship portfolio that generated over \$80,000 annually, including \$35,000 from new and increased partnerships with brands such as Seminole Hard Rock Hotel & Casino Hollywood, Amazon, and CAN Community Health.
- Drove record fundraising results for a flagship event through a refined marketing and audience development strategy paired with intentional donor engagement.
- Oversaw marketing and sponsorship budgets with accurate forecasting, vendor management, and accountability to revenue goals.
- Developed organizational storytelling across digital, print, and social channels to strengthen brand visibility, deepen audience loyalty, and support donor cultivation and retention.
- Collaborated with senior leadership and board committees on strategic planning, season programming, and institutional communications to advance long-term growth.
- Served as primary liaison to community partners and corporate sponsors from prospecting through stewardship, sustaining multi-year relationships that support program expansion and financial stability.

**The Grand Resort and Spa, Marketing and Operations Manager** | November 2015 – December 2020

Directed marketing, communications, and operational strategy for a nationally recognized hospitality brand, strengthening its competitive position and guest loyalty in the South Florida market.

- Designed and executed multi-channel marketing campaigns that drove brand awareness and repeat visitation.
- Supervised cross-functional teams and implemented service standards that contributed to TripAdvisor's Certificate of Excellence recognition and multi-year Hall of Fame status.
- Oversaw campaign budgets, vendor contracts, and operational systems in support of consistent revenue growth.
- Drove business development through strategic partnerships with national media brands, including World of Wonder and RuPaul's Drag Race, expanding the property's market reach and attracting new audiences.
- Cultivated relationships with tourism leaders, community organizations, and regional stakeholders to reinforce brand credibility.

**North Beach Village Resort, Marketing and Resort Manager** | July 2011 – November 2015

- Partnered with executive leadership to define and implement cohesive brand strategy across multiple properties, improving market clarity and guest recognition.
- Developed digital and social content strategies that increased audience engagement and strengthened online reputation across major travel and review platforms.
- Trained and supervised guest services teams, refining protocols that contributed to measurable improvements in customer satisfaction and repeat bookings.

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**Manpower Group, Marketing Consultant** | July 2010 – June 2011

- Supported national teams with strategic communications, event materials, and brand initiatives.
- Collaborated with senior leaders to improve message clarity and brand cohesion across programs.

**Morgan Stanley, Senior Marketing Associate** | April 2006 – February 2010

- Managed web and graphic design projects, ensuring adherence to branding standards.
- Maintained and enhanced digital platforms, ensuring timely updates and optimized user experience.
- Collaborated across departments to address technical challenges, ensuring seamless project execution.

**J.P. Morgan Chase, Marketing Associate** | July 1999 – April 2006

- Directed a global graphics team, producing high-quality client presentations and marketing materials.
- Developed and maintained a repository of branded content to facilitate efficient access for global teams.
- Acted as the internal newsletters and communications editor, fostering employee engagement.

## EDUCATION

*Bachelor of Arts in Music, Minor in English*, New Jersey City University, Jersey City, New Jersey  
*Certified Graphic & Web Design*, Noble Desktop, New York, New York

## AWARDS

*South Florida Out & Proud List* (2024), OUTSFL Magazine  
*The Champion Award* (2023), Gay Men's Chorus of South Florida  
*Certificate of Excellence* (2019, Hall of Fame 2016-2018), TripAdvisor  
*SUNSational Service Courtesy Award* (2018), Greater Fort Lauderdale Convention & Visitors Bureau

## VOLUNTEERING

**Queer News Tonight, HotSpots Happening Out Television Network, Commentator** | March 2024 – Present  
Provide on-air commentary on arts and culture for a regional broadcast audience.

**GALA Choruses, Inc., Communications Committee** | October 2022 – Present

Contribute to national strategies for member engagement, digital communications, and community visibility for a network of performing arts organizations.

**JPMorgan Chase Pride Network, Communications Chair** | February 2003 – April 2006

Designed and executed communication plans for LGBTQ+ initiatives and represented the employee resource group at summits and events.

## KEY SKILLS

- Brand Development and Strategy
- Multi-Channel Marketing Campaigns
- Sponsorship Development and Management
- Audience Growth and Engagement
- Digital Marketing and Analytics
- Content Strategy and Storytelling
- Budget Oversight and Forecasting
- Corporate and Community Partnerships
- Strategic Planning and Leadership
- Staff and Volunteer Leadership
- Adobe Creative Suite, Canva, AI Tools